

LEO BURNETT COMPANY, Inc.

Ad No. 108—Req. No. 40984—1 page—B&W—7 x 10 in.—{ Front Top
{ Supernack

Printed in U.S.A.

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The Red Skelton Hour— one of our best "salesmen"

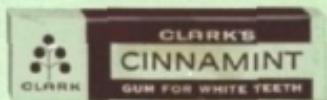
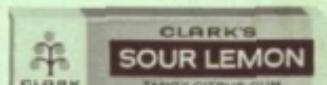
There are a lot of gum chewers in 28 million viewers. That's how many Clark Gum prospects Red's program reaches every Tuesday night for us—and for you!

Shows like Red Skelton, Jackie Gleason, Walter Cronkite's News, Candid Camera, Hazel, Slattery's People, The Loner, Hogan's Heroes and Thursday Night at the Movies, deliver some 200 million viewers for Clark Gum retailers every week—big reason why Clark sales are soaring.

Stock the three fresh flavors you get only from Clark—Sour Lemon, Cinnamint and Teaberry.

Then watch our "salesmen"—your salesmen—sell Clark on TV, all through the week.

Clark Gum—now from Philip Morris



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